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ABSTRACT

This book is designed to serve as a practical guide to planning and managing change within a business, and as a text for graduate business students studying change strategies. It focuses on the rationale for change, managing the change process, tools for change, creating a strategic vision for change, and checklists for implementing strategic change. Such tools as force field analysis, change systems, stakeholder analysis, and change project management can be used individually or in combination to understand and manage change. The importance of management process and practice alongside business analysis is emphasized. In-depth case studies of the implementation of strategic change at three businesses are also presented. Two appendixes contain: (1) lessons from change gurus; and (2) a case of study of change at a fictitious company, including study questions on different change scenarios. (Contains 37 references.) (MDM)

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